


Board Agenda Item

TO: Air Pollution Control District Board

FROM: Aeron Arlin Genet, Air Pollution Control Officer 

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SUBJECT: Update on Public Outreach Activities

RECOMMENDATION:

Receive and file this update on District outreach activities.

BACKGROUND:

The District conducts public outreach throughout Santa Barbara County to provide air quality information. This regular agenda item will provide an update on recent outreach efforts by District staff since the previous Board meeting on May 21, 2026.

DISCUSSION:

The District uses a variety of methods to share information about air quality and District programs. Those methods include the District website, news releases, air quality alerts, social media (i.e., X – formally known as Twitter, Instagram, and Nextdoor), school and civic group presentations, interagency coalitions, events and festivals, media interviews, and phone calls with the public. Efforts are made to provide information in English and Spanish. For this recurring agenda item, outreach activities will be organized into the following categories as needed: Agency Awareness, Community Programs, and Interagency and Regulatory Support Efforts. This update covers outreach efforts from the docket deadline of the May meeting to present.

Agency Awareness

- **Media Relations:** The District regularly receives questions from the media regarding specific District programs as well as general air quality topics. During this time period, prior to the

docket deadline, media interest in the District included the following coverage:

- Prescribed Burns: *Edhat*
- PCO technology and cannabis: *Santa Barbara News-Press*
- County Planning Commission meeting re: Chick-fil-A: *Santa Barbara News-Press* and *Santa Barbara Independent*

Community Programs

- **Air Quality Sensors Program Outreach:** For several months, the District has been installing air quality sensors throughout the county so that we can allocate our grant award by the summer of 2026. Our first priority is installing the sensors at schools, followed by government and nonprofit buildings. We have sent multiple emails, as well as postcards and personalized letters, to school administrators throughout the county. Phone calls to school administrators also resulted in additional air sensor installations. Sensors capture neighborhood-level air quality conditions and complement the District's network of permanent air monitoring stations, making sensors a great decision-making tool during wildfires. Interested parties can submit information via our [online form](#).
- **Central Coast Clean Cities Coalition (C5):** C5, a program administered by the District, is a coalition of regional stakeholders committed to advancing clean transportation across the Central Coast. Over the past two months, C5 has led the planning and coordination for Electric Ride 805's Residential Electric Vehicle (EV) Charging Solutions Lunch & Learn on June 29. This free webinar invites homeowners, renters, property managers, housing providers, and community partners to learn about incentive programs, funding opportunities, and resources that can help reduce the cost of installing EV chargers at single- and multi-family residences across the region. Representatives from local energy providers and EV charging technology companies will provide information on available rebates, technical assistance, and emerging technologies, including bi-directional charging and battery-backup solutions. District staff will present an overview of the 2026 Clean Air Grants Program, launching later this summer, which will offer funding opportunities for EV charging projects at multi-family properties throughout Santa Barbara County.

Interagency and Regulatory Support Efforts

- **Prescribed Burns:** During this time, the District worked with the Vandenberg Space Force Base (VSFB) Fire Department on public notifications about prescribed burns occurring on the base in June. The purpose of these burns is to train newly assigned fire personnel on fighting wildfires. The District follows a two-step public notification process for prescribed burns; a news release is issued several weeks ahead of the intended burn date, and a follow-up notification is issued either the day before or morning of the first day of burning. People can sign up for notifications on the District's website: www.OurAir.org/subscribe.

FISCAL IMPACT:

The costs for the outreach efforts and activities described above are included in the budget approved by your Board. There are no additional fiscal impacts.